

## Internet Marketing Process | Internet Marketing Strategy

*Below you will find information about our internet marketing process, which will provide you with a good fundamental understanding of how search engines work, and each step of the process, leading to first page Google rankings.*

### Internet Marketing - Reasons to Invest

- ✓ More affordable than most forms of marketing
- ✓ Built-in market research components
- ✓ Easy to reach target market
- ✓ Interact with visitors on your website
- ✓ High ROI

### Internet Marketing Process - How it Works

- Needs analysis
- Website and traffic analysis
- Selection of most suitable online marketing channels
- Performance monitoring and analysis
- Investment in most profitable marketing channels

### How to Choose an Internet Marketing Company

- Make a living from their website
- We rank high in search engines for competitive terms within its own industry
- Our staff have experience working for the country's top firms
- Benefit from the experience of an industry leader
- We allow clients to engage in a campaign, with the flexibility to disengage at any point

### Summary of Benefits

- More affordable marketing
- More targeted campaigns
- More strategy involved in our process
- More... We have a proven track record

## Internet Marketing for People & Search Engines

There are two fundamental things to consider when evaluating a website.

- 1) What people see
- 2) What search engines see

### 1) How to design a website for people

- User friendly interface
- Purpose of website & USP are clear
- Call to action & contact information are easily accessible

### 2) How to develop a website for search engines

- Keyword analysis and optimal keyword selection
- Website performance monitoring
- Onsite optimization (website content and code optimization)
- Offsite optimization (increase the number of links to your website)

## Internet Marketing Process - Technical Components

A successful **internet marketing process** consists of 3 phases (see phases below).

### Analysis – Phase 1

This initial phase is designed to understand the client's website traffic, to perform keyword analysis, and to evaluate a client's competitors for targeted keywords on search engines, which will impact keyword selection, onsite and offsite strategy. Measures have been taken to obtain a very intimate understanding of visitor performance, allowing clients to identify anything that might detract those in need of their services. Analysis will also facilitate content writing for the client, providing more direction concerning subject matter for content development.

- Visitor Performance Analysis and Monitoring (Quick Tale) – before and after redesign
- Current Traffic Analysis (Google Analytics)
- Comprehensive Assessment and Analysis (for current website)
- Keyword Analysis
- Competitor Analysis
- Benchmarking (tracking current results in search engines)
- Comprehensive assessment (for new website)
- Internal Link Structure Analysis (before and after redesign)

## Staff Training – Phase 1

This training session is to ensure that your personnel is leveraged to the point where they are able to monitor, and competently manage an ongoing monthly **internet marketing campaign**.

Half a day of intense Subject Matter Expertise Training – SEO and content-writing work

Forum posting, blog commenting, collaborative learning / sharing for traffic generation and SEO purposes

## Onsite Optimization – Phase 2

**Onsite optimization** entails maximizing the effectiveness of META tags (code on each web page) in relation to the content on each page, based on targeted keywords. Content quality and relevancy, along with hundreds of other variables, are weighted in Google's algorithms, along with those of other search engines. It is critical to optimize the most important pages of your website, including the index (home) page, and higher level pages. If you wish to have control over all the written content onsite and offsite, consult your **internet marketing company**. Based on the keyword research, and other initial analyses, we will evaluate, and correct each page to ensure search engine friendliness, and will perform keyword adding if necessary. The highest level pages and categories will be handled by your **internet marketing company** in order to ensure success, while secondary and tertiary onsite and offsite components can be handled in-house, based on our instructions. Using duplicate content, keyword stuffing and having irrelevant content on a website can hurt its ranking in search results. It is important to get this done right, as it ties in directly with offsite efforts, and can drastically influence a website's rank.

### **Meta Tag** and content optimization

Internal linking correction

Conversion Assessment for new website design

Simple Onsite Email List Sign-Up Box Creation & Installation

or; Full DHTML pop-up creation & installation (visitors will immediately be prompted to enter their email address for help, when visiting your website)

Image Optimization (images on your website will appear in search engine results)

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## Offsite Optimization and Link Building Strategy – Phase 3

Offsite optimization entails increasing link popularity by acquiring inbound, manually submitted links to a client's website by submitting to the most powerful directories and social bookmarking websites. **Link popularity** refers to the number of inbound links pointing to a small business website, and is one of the most heavily weighted criteria by search engines. We have also included video optimization, which will act as link bait, sending targeted visitors to your website, and taking a more proactive approach, reaching those in need of your services. It is important to test diverse internet marketing channels, in order to identify the most effective traffic sources. There are various directories, article submission sites, and social bookmarking websites that are extremely effective in contributing (positively) to a website's link popularity. Your **internet marketing company** will handle the most important components, and the client will be able to pursue such initiatives, subsequently, in-house. The client occasionally prefers to develop content external to the website, and is responsible for article writing. Alternatively, your **internet marketing company** can reduce the amount of articles required, and submit more social bookmarks instead.

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### Offsite Optimization - Monthly Components

- Directory Submissions
- Article Submissions
- Social Bookmarks
- Video Content Sharing Submissions

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Also note that **social media** is becoming a more prominent part of our **internet marketing process**, as frequent content updates are being weighted even more heavily by search engines like Google.

Feel free to inquire further, for a detailed quote. The above **internet marketing processes**, along with information regarding our [internet marketing strategy](#), should give you some very good academic and technical knowledge on our **internet marketing process**.

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